

Message Text

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72

ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 RSC-01 DRC-01 AGR-20 USIA-15

CIAE-00 INR-11 NSAE-00 /076 W
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R 191902Z AUG 74

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 7749

USDOC WASHDC

UNCLAS SECTION 1 OF 2 BUENOS AIRES 6204

E.O. 11652: N/A

TAGS: BEXP, AR

SUBJECT: SUGGESTED REVISIONS TO FY 75 CCP; ARGENTINA

REF: STATE 173330

1. ON AUGUST 14TH EMBASSY CCP TASK FORCE MET TO CONSIDER CCP DRAFT FORWARDED BY USDOC/STATE. EMBASSY SUGGESTS THE FOLLOWING REVISIONS (BY SECTION AND SUB-SECTION AS INDICATED BELOW):

2. SECTION II; A.: CHANGE TO READ "INCREASE U.S. EXPORTS TO ARGENTINA AND IMPROVE U.S. MARKET SHARE."

3. SECTION III; A.1: ADD TWO FOLLOWING CATEGORIES UNDER "DIRECT EXPORT PROMOTION EVENTS" AS FOLLOWS: "PARTICIPATION IN ARGENTINE INTERNATIONAL EXPOSITIONS - (2) - US\$1.5 MILLION" AND OFF-SITE AGENT/DISTRIBUTOR SHOWS (OADS) - (15) - US\$2.0 MILLION". ADDITIONALLY NUMBERS FOR "EXHIBITIONS" LINE SHOULD BE "-(2) - US\$2.5 MILLION" AND FOR BSP'S LINE "-(15) - US\$2.0 MILLION".

4. SECTION III; A.2: "EXPORT PROMOTION SERVICES" SHOULD READ:

	FY 1974	FY 1975
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TO'S	149	175
WTDR'S	264	200

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ADS'S 158 200

FTI'S 383 438

5. SECTION III; A.3: "PRODUCT/SERVICE CAMPAIGNS": SECOND SENTENCE: THIS SECTION SHOULD BE MODIFIED TO READ: "SEVEN CATEGORIES HAVE BEEN SELECTED, ETC.". THE SEVEN CATEGORIES ARE: ENERGY SYSTEMS; STEEL FOUNDRY AND ROLLING MILL EQUIPMENT; CHEMICAL AND PETROCHEMICAL INDUSTRIAL EQUIPMENT; METAL WORKING AND FINISHING MACHINERY AND EQUIPMENT; TEXTILE INDUSTRY EQUIPMENT; FOOD PROCESSING AND PACKAGING EQUIPMENT; SHIPBUILDING AND SHIPBOARD EQUIPMENT AND MATERIALS.

6. SECTION III; B. : "IDENTIFY MAJOR PROJECTS": DELETE NUMBERS 19 AND 21.

7. SECTION III; D. : "INCREASE NUMBER OF NTE/NTM PENETRATIONS" TABLE SHOULD BE MODIFIED AS FOLLOWS:

ADDITIONAL NTE/NTM
PENETRATIONS

DIRECT EXPORT PROMOTION
TRADE EXHIBITIONS (AT TRADE CENTER) 3

PARTICIPATION IN OFF SITE
INTERNATIONAL EXPOSITIONS 2

TRADE MISSIONS 3

CATALOG SHOWS 10

EXPORT PROMOTION SERVICES

TRADE OPPORTUNITIES (1 4

ADS (2 7

8. SECTION IV; A.1: " SUB-SECTION C) AND D) SHOULD BE DELETED. PARAGRAPH 2 SHOULD BE AMENDED TO READ AS FOLLOWS: "IF AND AS THE REQUIRED RESOURCES CAN BE OBTAINED (SEE ACTION E-3), A MARKET PROMOTION UNIT (MPU) WILL BE ESTABLISHED WITHIN THE ECONOMIC/COMMERCIAL SECTION, CONSISTING OF TWO SENIOR FSL'S UNCLASSIFIED

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OFFICER AND ONE FSL SECRETARY. THE MPU'S WORK WILL INCLUDE CARRYING ON PART OF THE WORK HERETOFORE DONE BY THE TRADE CENTER, AS WELL AS OTHER DIRECT PROMOTION WORK, I.E.: ORGANIZING AND SUPPORTING PARTICIPATION IN LOCAL EXPOSITION BY US BASED FIRMS; ORGANIZING FOREIGN BUYERS GROUPS TO US EXPOSITIONS; ORGANIZING CATALOG SHOWS; ASSISTING LOCAL AGENTS OF US FIRMS IN PUTTING ON OFF SITE AGENT/DISTRIBUTOR SHOWS; AND DOING MARKET RESEARCH.

PARAGRAPH 3, SECOND SENTENCE SHOULD BE CHANGED TO READ AS FOLLOWS: "THE MEETING WILL CONSIDER, INTER ALIA, POSSIBILITIES FOR PUBLICIZING EVENTS IN THE EMBASSY'S COMMERCIAL NEWSLETTER, IN TRADE JOURNALS, AND NEWSPAPERS AND BY DIRECT MAIL; FOR CIRCULATING SUCH PUBLICITY TO TARGET AUDIENCES; AND FOR ARRANGING REPRESENTATIONAL FUNCTIONS FOR TARGET AUDIENCES WITHIN BUDETARY LIMITATIONS." SECTION 4 AND 5 SHOULD BE CONBINED TO READ AS FOLLOWS: "USIS WILL USE ITS EXPERTISE TO SUPPORT THE COMMERCIAL SECTION AND TRADE CENTER IN THEIR TRADE PROMOTION EFFORTS PARTICULARLY WITH REGARD TO THE POSSIBILITY OF HANDLING -- WITHIN AVAILABLE RESOURCES -- SOME OF THE TASK NOW ASSIGNED TO OUTSIDE PR FIRMS, SUCH AS: PREPARATION OF PRESS RELEASES FOR TRADE JOURNALS AND NESPAPERS, GRAPHIC DESIGN, WINDOW DISPLAYS; OVERSEEING OF PRINTING PACKAGES; ETC." DRAFT PARAGRAPH 8 SHOULD BE AMENDED TO READ: "THE PUBLIC AFFAIRS OFFICE (PAO) AND THE COMMERCIAL ATTACHE WILL WORK TOGETHER TO PUBLICIZE COMMERCE'S TOP'S FACILITIES". REMAINDER OF PARAGRAPH SHOULD BE DELETED. WE DO NOT FEEL TELEX DEMONSTRATION IS USEFUL MEANS OF PUBLICIZING TOP'S BECAUSE OF INHERENT DELAY IN RESPONSE TO CUSTOMER'S REQUESTS.

9. SECTION IV; D. : "INCREASE NUMBER OF NTE/NTM PENETRATIONS": PARAGRAPH 1 SHOULD BE AMENDED TO READ AS FOLLOWS: "COMMERCE WILL RECRUIT A SIGNIFICANT NUMBER OF NTE/NTM PARTICIPANTS FOR U.S. TRADE CENTER EXHIBITIONS, TRADE MISSIONS AND CATALOG SHOWS, AND ARGENTINE INTERNATIONAL EXHIBITIONS. IN ORDER TO BE ABLE TO CONTINUE ORGANIZING THE LATTER TWO EVENTS AFTER PHASING OUT OF THE TRADE CENTER, IT WILL BE NECESSARY FOR USDOC TO MAINTAIN A MINIMUM SUPPORT CAPABILITY." HILL

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ACTION EB-11

INFO OCT-01 ARA-16 ISO-00 RSC-01 DRC-01 AGR-20 USIA-15

CIAE-00 INR-11 NSAE-00 /076 W
----- 120162

R 191902Z AUG 74

FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 7750

USDOC WASHDC

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10. SECTION IV; E. : PARAGRAPH 1 SHOULD BE AMENDED TO READ AS FOLLOWS: "AN INTER-AGENCY ACTION STAFF FOR THE CCP/ARGENTINA WILL BE ESTABLISHED IN WASHINGTON, COMPRISED OF STATE'S COUNTRY DIRECTOR FOR ARGENTINA, OR HIS DESIGNATE; STATE'S REGIONAL COMMERCIAL COORDINATOR FOR THE ARA BUREAU, OR HIS DEPUTY; THE USIA PROGRAM OFFICER FOR ARGENTINA, AND COMMERCE'S COUNTRY MARKETING MANAGER FOR ARGENTINA." : PARAGRAPH 2 SHOULD BE AMENDED TO READ AS FOLLOWS:

"A COUNTRY TEAM TASK FORCE HAS BEEN ESTABLISHED FOR ARGENTIN AT THE U.S. EMBASSY COMPOSED OF THE DCM, PAO, COUNSELOR FOR ECONOMIC AND COMMERCIAL AFFAIRS, COMMERCIAL ATTACHE, COUNSELOR FOR ADMINISTRATION, AGRICULTURAL ATTACHE, THE U.S. TRADE CENTER DIRECTOR AND THE COUNSELOR FOR POLITICAL AFFAIRS. ETC." PARAGRAPH 3: SUBSTITUTE "MARKET PROMOTION UNIT" FOR MARKET ANALYSIS UNIT"; SUBSTITUTE "TWO FSL STAFF POSITIONS" FOR "ONE, ETC.".

11. SECTION V : "RESOURCES AVAILABILIRY: A. WASHINGTON": THIS FY 1975 BUDGET PROVIDES RESOURCES FOR OPERATING THE U.S. TRADE CENTER IN BUENOS AIRES UNTIL DECEMBER 1974 WITH A MARKET PROMOTION EVENT SCHEDULE OF 2 EXHIBITONS AND 15 BSP'S TO BE HELD AT THE TRADE CENTER, AND 2 TRADE MISSIONS." SECTION B. ARGENTINA: THIS PARAGRAPH SHOULD BE AMENDED TO READ AS FOLLOWS: "THE TOTAL NUMBER OF POSITIONS AT THE U.S. EMBASSY ASSIGNED TO ECONOMIC/COMMERCIAL WORK IS 21. LOCATED IN THE ECONOMIC/COMMERCIAL SECTION ARE 6 FSO, 2 FSS SECRETARIAL POSITIONS AND 8 FSL POSITIONS OF WHICH 6 ARE PRIMARILY OR PARTLY CLERICAL. ONE OF THE FOS POSITIONS IS INDEFINITELY VACANT. AT THE U.S. TRADE CENTER ARE LOCATED 1 FSR UNCLASSIFIED

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POSITION (WHICH IS ALSO INDEFINITELY VACANT), 1 USDOC OFFICERN AND 4 FSL'S OF WHICH 2 ARE CLERICAL. ASSUMING THE TRADE CENTER CLOSES IN DECEMBER 1974, AS CURRENTLY ANTICIPATED, THE NUMBER OF POSITIONS ASSIGNED TO ECONOMIC/COMMERCIAL WORK WOULD BE 16. HOWEVER, IF RESOURCES WERE FOUND TO ESTABLISH A MPU, THIS NUMBER WOULD BE INCREASED TO 18." SUBSECTION B.1: "MAN-DAYS AVAILABLE FOR ETC.": CHART SHOULD BE AMENDED AS FOLLOWS:

3 FSO	600
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8 STAFF (INCLUDING 2 SENOR FSL OFFICERS)	1,600
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U.S. TRADE CENTER

1 U.S. OFFICER	200
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4 STAFF INCLUDING 2 SENIOR FSL
OFFICERS) 800

SUB-PARAGRAPH 2: ASSUME FROM NOTATION ON DRAFT THAT MISSING
FIGURES ARE AVAILABLE IN WASHINGTON.

12. APPENDIX A" : " TRADE CENTER EXHIBITIONS": NUMBERS 2 AND 4
HAVE BEEN CANCELLED AN SHOULD BE DELETED. ALL JEEPS HAVE BEEN
CANCELLED AND THIS SECTION SHOULD BE DELETED. UNDER "BETWEEN
SHOW PROMOTION EVENT": CHANGE TO READ "15 BSP'S ARE
SCHEDULED" ETC. ADD SECTION ON "TRADE MISSIONS" AS FOLLOWS:
"1. CHEMICAL INDUSTRIES - APRIL 1975; 2. STEEL FOUNDRY AND
ROLLING MILL EQUIPMENT -JANUARY 1975." ADD CATEGORY: "ARGENTINE
INTERNATIONAL EXPOSITIONS: PARTICIPATION IN 2 ARGENTINE
EXPOSTIONS" ADD: OFF SITEAGENT/DISBRIBUTOR SHOWS - 15 OADS'S
WILL BE ORGANIZED."

13 "SUMMARY OF OBJECTIVES AND ACTIONS" SHOULD BE AMENDED TO REFLECT
PRECEEDING CHANGES.

14. COMMENTS: WE ARE SEEKING TO MINIMIZE THE DAMAGE TO OUR TRADE
PROMOTION ACTIVITIES IN ARGENTINA RESULTING FROM THE UNFORTUNATE,
BUT WE HOPE TEMPORARY, SITUATION WHICH IS CAUSING THE CLOSURE OF
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THE TRADE CENTER AND HAS CAUSED THE LOSS OF TWO FSO POSITIONS IN
THE COMMERCIAL SECTION. LYNCH AND BEVANS AT THE TRADE CENTER
BUILT UP A SMALL BUT EXCELLENT AND VERY EFFECTIVE STAFF, AND WE ARE
CONVINCED IT WOULD BE IN THE BEST INTEREST OF THE USG IN ARGENTINA TO
KEEP INTACT AT LEAST THE NUCLEUS OF THIS TEAM AND TO CONTINUE FROM
THE COMMERCIAL SECTION TO PERFORM AS MUCH DIRECT EXPORT PROMO-
TION WORK AS CAN BE CARRIED ON WITHOUT A FIXED SITE - THE TRADE CENTE
R.

15. WE HAVE AMENDED THE DAFT CCP WITH THE ABOVE FACTORS IN MIND. IN
ORDER TO UNDERTAKE THE KING OF PROGRAM WE FEEL IS NEEDED HERE,
WE
WILL HAVE TO HAVE TWO ADDITIONAL SENIOR FSL'S. WE REQUEST THE
COOPERATION OF STATE AND COMMERCE IN FINDING A WAY TO KEEP THE
TWO SENOR ARGENTINE EMPLOYEES NOW AT THE TRADE CENTER. WE
UNDERSTAND THERE IS APOSSIBILITY OF OBTAINING TWO NEW FSL
POSITIONS IN THE FY 76 BUDGET, BUT WE NEED TO BE COVERED
FOR THE PERIOD BETWEEN NOW AND FY 76. THE TWO TRADE CENTER
FSL'S WOULD OTHERWISE HAVE TO SEEK EMPLOYMENT ELSEWHERE, AND
THE EMBASSY WOULD BE ACED WITH THE NEEDLESS CHORE OF
RECRUITING AND TRAINING TWO NEW EMPLOYEES SIX MONTHS LATER.

16. OUR AMENDEMENTS TO THE DRAFT CCP, INCLUDING THE ADDITION OF TWO
FULL-SCALE CAMPAIGNS FOR A TOTAL OF SEVEN (ONE OF WHICH - ENERGY
SYSTEMS -IS THE WORK-EQUIVALENT OF TWO CAMPAIGNS), IS BASED

ON THREE ASSUMPTIONS: (1) THAT MEANS WILL BE FOUND TO ALLOW US TO RETAIN THE TWO SENIOR FSL POSITIONS DURING FY 75 THAT WOULD OTHERWISE DISAPPEAR WITH THE TRADE CENTER; (2) THAT WE WILL BE ABLE TO CONTRACT OUT SOME OF OUR MORE ROUTINE WORK AS SUGGESTED IN STATE 179594; AND (3) USDOC WILL BE ABLE TO GIVE US A CERTAIN AMOUNT OF SUPPORT IN SUCH ACTIVITIES AS ORGANIZING CATALOG SHOWS AND RECRUITING SELECTED U.S. FIRMS TO TAKE PART IN ARGENTINE EXPOSITIONS. IF THESE ASSUMPTING PROVE TO BE UNJUSTIFIED, WE WILL MAKE THE APPROPRIATE RECOMMENDATIONS FOR MODIFICATION OF THE CCP. WE WOULD APPRECIATE RECEIVING THE REACTION OF THE WASHINGTON ACTION STAFF TO THE ABOVE AS SOON AS POSSIBLE.
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